

# Quick Start Guide



**INTERNET TIPS, SECRETS, & TRAFFIC  
GENERATING IDEAS**

**TO**

**MAKE YOUR BUSINESS MONEY  
ONLINE**

**3<sup>RD</sup> EDITION**

**BrigadierComputers.com**

# **INTERNET TIPS, SECRETS, & TRAFFIC GENERATING IDEAS**

**TO**

## **MAKE YOUR BUSINESS MONEY ONLINE**

3<sup>rd</sup> Edition

Brought to you by

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Plan	Monthly Price	Discount
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*Illustration 1: Business Website Hosting*

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# Introduction

## Where it Began

The Internet has been around for many years. My Internet journey **began** around 1994 when the Library at my University first connected. Since that time I have become water-logged because of all the surfing that I have done. My early months on the Internet were spent trying to download free computer games, download jokes, and read or write email.

I bought my first book on how to **make money** on the Internet in 1995. Ever since then, I have spent many, many, many **hours** searching and reading a lot (bunch!) of articles and websites that discussed a variety of ways that people could utilize the Internet as a **tool** for business. I have read about the success stories, failures, tips, secrets, etc. from **many** businesses and individuals.

Using **email** was the primary initial tool for businesses to use. Posting to Newsgroups and autoresponders were also common. Many companies did **not** have a website until after they had established email and autoresponder systems. Truly, **even today**, the **money is in** the email list. This is evident in the fact that most companies of any size have an email list where its subscribers get coupons, special discounts, and news of upcoming promotions.

## This Third Edition

Indeed how time does seem to fly and times change. While editing the original text for the Second and now this Third Edition, almost fifteen years later, I am intrigued that many of the original ideas presented are **still** being implemented, and they are being implemented by small companies as well as by large Corporations.

**Some** of the original ideas and thoughts have **changed** very **little** while the implementation methods of some of the original ideas have been **enhanced**. For example, the multi-step method originally mentioned for an autoresponder has been implemented as part of electronic newsletters. And many newsletters have been automated with services such as *Constant Contact* and others. Additionally, autoresponders have advanced such that a series of timed messages can be automatically sent, and the autoresponder keeps track of the timing and sending sequence of messages.

Not only are the ideas that were first presented **still** being implemented but they have **proven** to be **successful**. At the **core** of this success, however, are **quality** customer service and **persistent** marketing efforts of **valued** products and services.

As was accomplished in the First and Second Editions, in this eBook I will provide you with some money-making ideas to help your **business** succeed online. We will discuss the basics of doing business online as well as providing money making tips and secrets for bringing **traffic** to your website so that your sales and business grow.

A lot of content has been added for the Second and Third Editions. Some ideas and concepts have been expanded upon more than others, but these expansions are aimed at **helping** your business **succeed**.



# Part One: The 5 Quick Steps to an Online Business

## Step 1 - Have a business to put online

Any business that has brick and mortar can utilize a website in some way. Be sure that you **enjoy** whatever type of business you choose to start. Find something that you enjoy doing, and find a way to make a little extra money with it. Practically anything you enjoy could make you extra money. The **reason** behind the need to **enjoy** whatever business you pursue is that you will spend a **lot** of time and effort for the business.

## Step 2 - Get a hosting company to host your website



**POWWEB**  
TRUSTED WEB HOSTING  
JUST **\$3.88**/mo  
ONE PLAN  
ONE PRICE  
ECOMMERCE  
READY  
MARKETING  
PACKAGE  
CLICK  
HERE

The advertisement features a woman with blonde hair wearing a red shirt, positioned on the right side of the ad. The background is dark blue with white and red text and graphics.

If you like the idea of having your own **24 hour-a-day** eCommerce **cash-machine**, and you are serious about putting your business online, you simply must have your own Internet Domain name and website. Your company image will be improved by having your own domain name. Free website offers are okay for **personal** use, but they do **not** create a good, solid image for your business.

Here are a few web hosting companies to choose from (Disclaimer: this eBook is currently hosted on Powweb.):

- [Powweb Web Hosting and Services](#)
- [IONOS Web Hosting and Services](#)
- [GVO Web Hosting and Services](#)
- [IntelWeb Hosting and Services](#)

An **alternative** to renting space from a web hosting company is to host your own website on your **own** computers that are located at your office or at what is often called a co-location site.

## Step 3 - Choose a simple website design layout

Too much **clutter** on a website can create **confusion**. Often times I see sites that are either too cluttered or poorly organized. If you want multiple webpages (such as About, Contact, Products, Services, Support), then ensure that each page has a **link menu** to each page.



*Illustration 2: A Shopping Cart That's Ready in Minutes*


If you have a large selection of products for your potential customers to view, use a **shopping cart** database system, and organize the products into categories. [ShopFactory](#) is a software package for web shopping carts. This one is really good, has many advanced features for a **robust** eCommerce website, and it has stood the test of time since 1995.




One other shopping cart system that has been around for a long time is [osCommerce](#). osCommerce Online Merchant is a **complete**

online store solution that contains both a shop frontend and an administration backend which can be easily configured and **customized** with over 9,146 free add-ons. This solution has been around for several years and development continues. [Ionos Web Hosting](#) offers an **affordable** osCommerce web hosting **solution**.

Most web hosting companies offer **tools** to assist in website design. Such  **WORDPRESS** tools include *WordPress*, *WebSite Creator*, and *ShopSite* to name a few. All the web hosting companies listed in Step 2 above **offer** these creative tools as part of their web hosting **solutions**.

 Other website design options include software packages that contain design templates to help you get started. Most of these templates are simple in their design. Microsoft Word, WordPerfect, Microsoft Publisher, and LibreOffice can be used to create basic web pages. These common word processors provide design **templates** that can be adapted to help you build a basic web page. [Adobe Dreamweaver](#) is a more advanced software that features **advanced** yet **easy** web design options that is part of the [Adobe Creative Cloud](#) software pack.

## Step 4 - Secure credit card processing

If you are not allowing customers to purchase with credit cards,  then you are **losing** potential customers. If your website hosting company has Secure Server service for your website, then you **can** take credit cards through your website—so long as you have a way of processing them. If you do not have a credit card merchant account, then **get one**; however, if you are unable to obtain such an account, then [Paypal](#) will process credit cards for a small fee per transaction.

If your business will offer a **subscription** for content or membership, then consider [SubscribeStar](#) as a **great** option. No matter your particular style, medium, or background, SubscribeStar will deliver **innovative** publishing **solutions** backed by their hands-on service and support. Each content **creator** is unique, and SubscribeStar created a customized set of business tools designed with creators' **needs** in mind.



SUBSCRIBESTAR



If your business will require offline credit card processing, then consider [SquareUp](#). [SquareUp](#) offers online processing in addition to magstrip readers, POS terminals, contactless and chip readers for offline credit card processing. SquareUp allows you to process credit cards on your smartphone, on your computer, and on its own POS terminals.



## Step 5 - Advertising and Bringing Traffic

**1&1** I have found **many** different ways and ideas to help bring traffic to **your** website. Whatever way you choose to advertise, be sure to have a system that enables you to **track** and know what ads to which people are responding. **Both** offline and online forms of advertising can be used to **promote** your business and your website. Part 2 of this E-Book provides ideas and details of generating traffic for your website.

# Part Two: Advertising Hints, Tips, Tricks, Secrets

Here are some of the **ideas** that I have read about from a **variety** of different sources. I have also included some of my own **original ideas**.

The full version of this E-Book contains many more hints, tips, tricks, and secrets that can help make your business money online. The full version is very affordable, and you can order it by [clicking here](#).

## Basic Methods

### *Typical Advertising*

Business letterheads, business cards, and any print related item should contain your website address in addition to the Postal mailing address. Postcards are an **inexpensive** way to promote your product or service and your website offline. Place ads in local newspapers and print publications that are **related** to your business. Magazine ads, though expensive, can be good for **long term** promotion since many people save their magazines while others may read older magazines for research. Bumper stickers, t-shirts, hats, pens, and other such advertising specialty items that you use to promote your business should have your Internet address **imprinted** on them.

### *Banner Exchanges*

Banner exchanges are encouraged by some, but they can **hurt** your business. Banners from competing companies can appear on your

website, and if a potential customer sees a banner ad promoting something he or she desires, then that potential customer may be **lost** after they click on the banner. Exchanging banner ads with another **non-competing** product or service can be an alternative, however. This way you have better control over the ads that appear on your site while you try to promote your own.

## Signatures

A signature is a custom message that is automatically attached to **every** email message you send. The application or webmail site does this for you. This is a good way to advertising your product or service. Put a signature, such as “A FREE eBook on how to make money with your business on the Internet:

[BrigadierComputers.com](http://BrigadierComputers.com)” on **all** your outgoing emails.

## Autoresponders

Setup autoresponder email addresses and messages. These are email addresses that will **automatically** send a previously composed email in reply to **all** received email messages. For an example, send an email to [internettips@brigadiercomputers.com](mailto:internettips@brigadiercomputers.com), and you will automatically receive instructions on how to download a free Internet Tips E-Book (this E-Book, actually) back from my autoresponder. This automation is great because you do **not** have to take the time to respond to each email, the computer does that **for** you!

You can use more advanced autoresponders as a method of sending a series of messages about a certain product-related topic. If, for example, you are selling craft

items, you could set your autoresponders to deliver five craft ideas



The screenshot shows the BrigadierComputers.com website. At the top, there is a navigation bar with 'HOME REGISTRATION' and 'My Account'. Below the navigation bar, there is a 'Marketing Tools' section. The main heading is 'Marketing Tools' with the subtext 'Internet Marketing Toolkit for Serious Internet Marketers'. Below this, there is a question: 'Why Are These Tools Necessary To Generate Revenues And Profits With Your Website?' and a 'Get Started Now' button. To the right of the text is a circular graphic with various icons representing different marketing tools. Below the main content, there is a section titled 'Imagine if You Went Elsewhere For All Your Internet Marketing Tools' with the subtext 'Here is what you would expect to pay, if you went elsewhere.' This section is divided into three columns: 'NECESSARY MARKETING TOOL', 'COMPETITION', and 'OUR SOLUTION'. The 'NECESSARY MARKETING TOOL' column lists 'Email Marketing Software' and 'Web Conference Software'. The 'COMPETITION' column lists 'Average \$10,000 Month' and 'Outsourcing \$40,000 Month'. The 'OUR SOLUTION' column lists 'Expensive Not FREE' and 'One Conference FREE'.

or suggestions over a period of five, ten, or fifteen days. This helps you build rapport and credibility between you and your prospects. [Global Virtual Opportunities](#) offers advanced autoresponders and email subscriber services along with their web site hosting services.

## Electronic Methods

### ***eNewsletters***

Create a daily, weekly, bi-monthly/bi-weekly newsletter for your customers. Such a newsletter can provide your customers with **valuable** information in relation to your products or services. For example, if your company sells office furniture, then include tips on how to keep the furniture in good shape. In the newsletters you could include **brief** promotions for other products you carry; for example, in an article regarding taking care of the office furniture you could briefly mention that your company sells touch-up products. Do **not**, however, over advertise your products; people want **usable** information in newsletters or eZines.

### ***Web-Only Specials***

Provide specials and discounts for orders submitted **through** the website. Promote such specials in your **offline** ads as well.

### ***Affiliate Fish Hooks***

Encourage **others** to promote your products by providing some type of affiliate program. An affiliate program allows you to have **several** commission-only salespersons working for you. Affiliates who refer new customers to your website receive a commission for their referrals. Give your affiliates a good and fair commission to **encourage** them to promote your product and/or services. Providing an **entire** webpage or website for your affiliates in order to help them advertise more efficiently.



Giving them their own site to help sell your products helps your affiliates feel as though they have their own store. Such feelings may help and encourage them to promote **their** own site more enthusiastically.

As mentioned above in Part 1 Step 3, [ShopFactory](#) is a software package for web shopping that offers an **integrated affiliate** solution. The [OsCommerce](#) web technology also offers integrated affiliate solutions.

## ***eCards***

Another option for generating traffic to your website is offering free electronic greeting cards and electronic postcards. Each card that is sent has a message from the sender to the receiver-- and from **your** website. Undoubtedly, you have seen eGreeting cards from Yahoo!, Hallmark, American Greetings, and others. They offer such free services for a **reason**: free advertising and building customer rapport.

## ***Free Email Accounts and Free WebPages/Blogging Accounts***

Providing free email addresses and free webpages are other ways to increase traffic. Hotmail, Yahoo! Mail,



ProtonMail, and similar companies have built large businesses by offering free email accounts to their customers. Each outgoing email has an **appended** message, that **you** can design, promoting your website or a particular product.

In recent years free WebPages have **morphed** into blogging sites where writers are offered free accounts for blogging. The free WebPages you may offer can have either an ad that pops up when the page is viewed or a banner appended to the top or bottom of the WebPage. Pop up ads tend to be aggravating to some users, so be aware of such user preferences. Some Internet service providers



and web browsing software **block** pop up ads, so keep that in mind, too.

## ***eZine***

Promote your webpage to electronic magazines (aka eZines). Write a few **helpful** articles on topics related to your products or service. Submit the articles to a eZines that have a **similar** target market as your own. You can also place advertisements in other eZines and newsletters to promote your product or service.

## ***Site Forums***

Running discussion forums and providing classified ads on your website can help to **generate** traffic. The discussion forums allow customers to discuss topics **related** to your products or services—or some off the wall topic. Forum participants will **return** to your website **often** to continue a discussion of interest. Forums are **different** than blogs in that forums are more for community discussion on specific topics while blogs are more for a person expressing thoughts on various topics.

# **Applications**

## ***Interactive Entertainment***

Create a multimedia application that discusses ideas, concepts, tips, etc. that **relate** to your product or service. For example, if you are promoting gardening products or services, produce a program that contains gardening tips, ideas, and concepts by using a combination of text, audio, video, and inter-activity. In the application you should inform the reader that you **sell** a product that can help **their** front flower bed look better than their neighbor's.

## Online Games

Online games can also help. **Addictive** games can bring people back to your website again and again. Be careful of game copyrights, however. One way to have original games is to have someone make the games for you. There is, however, software such as [Unreal Engine](#) and [Unity](#) that allows you to create games with **little** or **no** programming experience.



## The eBook

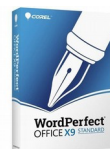
Create an electronic book. eBooks, like the one you are currently reading, provide a way to provide information to **potential** customers. They also provide a way to **link back** to your website so that additional information can be requested and **purchased** from interested individuals. In your eBook, encourage readers to **pass on** the information to a friend or to an acquaintance that could also benefit from reading it.



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MacOS X. The PDF file format; however, is readable on Microsoft Windows, Linux, Apple Macintosh, and other computers, tablets, and smartphones; thus, you have a **wider** audience.

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[LibreWriter](#), and Corel's [WordPerfect](#) allow the creation of PDF documents for distribution.

## Search Engines

### ***A Vital Search Engine Submitting Rule***

Submit your website to Search Engines. Before the website is submitted, ensure that your site is **optimized** so that your site won't be listed way down the list, say page eight or so. One way to optimize your webpages is to include **META tags** for *description* and *keywords* in the HEADER section of **each** webpage. Most webpage editing programs allow you to add these tags. The search engines use these tags to index your page.

### ***The Link Back Gateways***

For all the articles that you write whether on your own site or on another site, ensure that **each article** has its own webpage. Each of these webpages should be optimized and submitted to search engines. Each article should have at least one **link back** to your primary website. The **more** links back to your website, the higher your website will be in search engine results. However, do **not** abuse this idea as your site could be penalized. Many modern Content Management Systems (CMS) allow the option to optimize the article's URL to be search engine friendly, so ensure that this feature is enabled if you use a CMS. Search engine friendly URLs ensure that the words in a URL better match with keyword searches in search engines.

### ***Free For All and Directory Sites***

Submit your website to Free For All (FFA) and Directory websites. Though many FFA and Directory sites can be large, it helps you gain

PonderTablet

*What Are You Pondering Today? Open Forum*

positioning in the search engine listings. **More** links to your site can also produce more traffic. You could also run a FFA page on your own site. Whenever someone posts an ad, you can send them a welcome email that also **promotes** your product or service. **Additional** emails could be sent to those who post; however, do **not** abuse this privilege or you may gain a **bad** reputation. Wikipedia maintains a [list of FFA/Directory Sites](#) and [PonderTablet](#) offers an Open Forum where users can post openly as well.

## The Subdomain

Subdomains, such as <http://openforum.pondertablet.com/> (where ‘openforum’ is the name of the subdomain), help not only to **organize** your website, but they also allow you to put more **hooks** in the water. Some search engines will only allow a **limited** number of submissions from a single domain, but having **multiple** subdomains helps to overcome this limitation.

## Vitals

### Thou Shalt NOT Spam!

Do **not** spam! Sending **unsolicited** email messages can create a **negative** reputation for your company. Companies pay a lot of money for their capital and advertising, so do not abuse your list. If you send unsolicited email messages then your company could also be put on spam **black lists**. Such lists are provided for those who **fight** spam. They can **clog** your email address with useless messages, subscribe **your** business to

The screenshot shows a website for 'Marketing Tools' with a blue header. The header includes a logo for 'GIVE' and a 'DOMAIN REGISTRATION' section with a phone number and a 'LIVE CHAT' button. The main content area has the heading 'Marketing Tools' and a sub-heading 'Internet Marketing Toolkit for Serious Internet Marketers'. Below this is a question: 'Why Are These Tools Necessary To Generate Revenues And Profits With Your Website?' and a 'Get Started Now' button. A central graphic shows a globe surrounded by icons for various marketing tools. Below the graphic is a table with three columns: 'NECESSARY MARKETING TOOL', 'COMPETITION', and 'OUR SOLUTION'. The table lists 'Email Marketing Software' and 'Web Conference Software' with their respective costs and features.

NECESSARY MARKETING TOOL	COMPETITION	OUR SOLUTION
Email Marketing Software	Another 120.00 Month	Entrepreneur Plus FREE
Web Conference Software	Outsourcing \$40.00 Month	CEO Conference FREE

hundreds of magazines, newsletters, and newspapers in retaliation. Additionally, there are laws that can **penalize** you for **each** unsolicited email sent. It's generally **not** worth it.

Finally, always provide a **way** for existing list members to **unsubscribe** from your email list. Most email subscription services offer an automated way for members to unsubscribe from a list. It's good business and good Internet etiquette.

### ***Persistence***

Setting up a business online is **not** always easy. Many may lead you to think that making money on the Internet is really easy and simple, **but** it is not. The Internet is also **not** a place to get rich **quick**. A website takes a lot of **work** to design and maintain. It will require some **trial** and **error** in order to arrive at a place where it creates money for you. **Some** ideas and methods won't work very well with your **type** of business while others will. But **in spite** of it all, if you **persistence** in your money making endeavor, if you **keep** trying, and have good customer **service** and **value**, then an Internet website can become a cash machine for you.